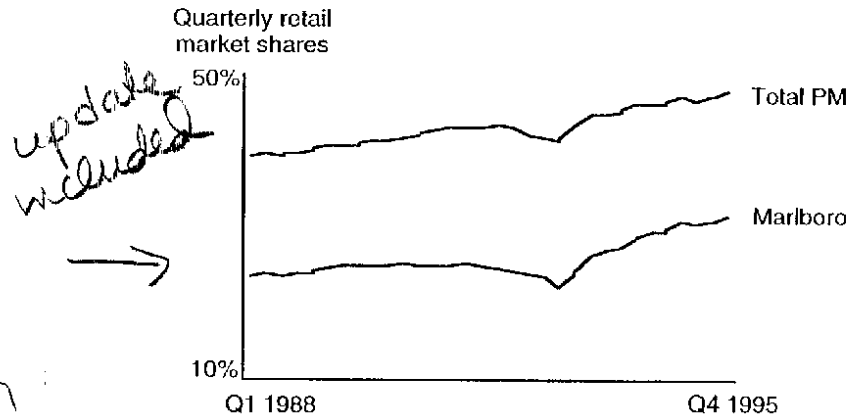
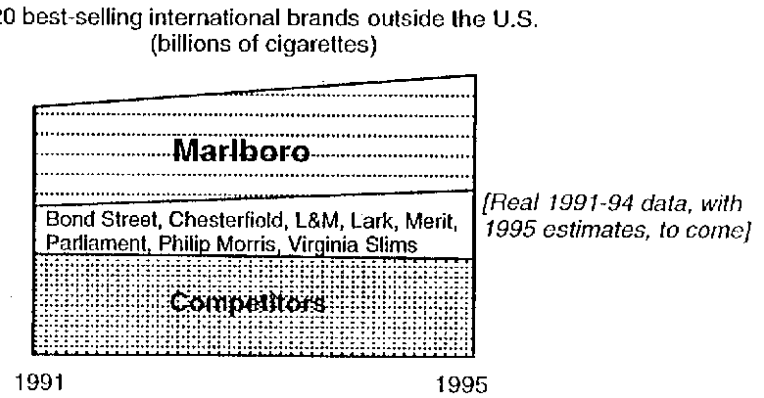
Worldwide Tobacco

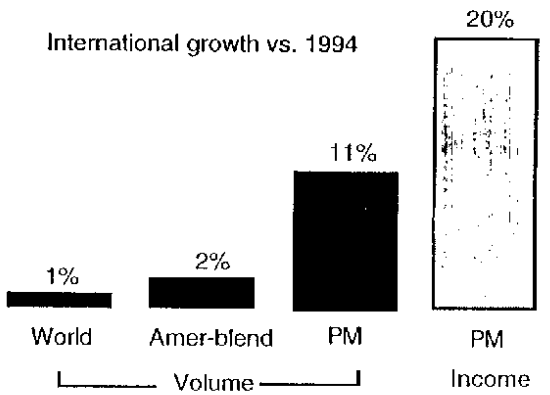
Share growth in the U.S. Our U.S. business has returned to its historic growth trend, with shares for Marlboro and our total brand portfolio climbing steadily.



Superior brand power. Outside the U.S., our top brands are growing faster than our competitors' -- even without Marlboro. Add Marlboro in, and you see the strength of our brand portfolio.

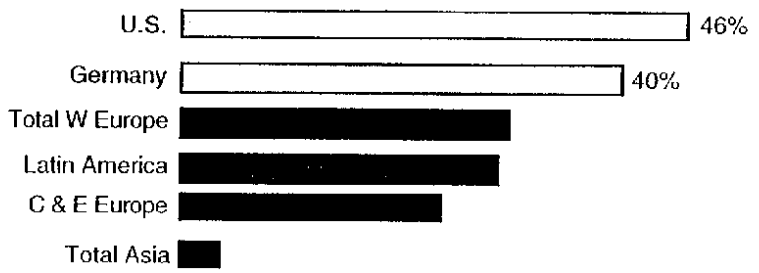


OPTIONAL CHART: **A growth industry.** We are gaining volume faster than the international cigarette industry -- and faster than the American-blend segment in which we compete. What's more, our international profits are growing faster still!



Note that we can only fit three charts!

Opportunities to gain volume and share. Best of all, we still have plenty of room for growth. Just bringing our total European, Latin American and Asian market shares to Germany's 40% level would add more than a trillion units to our total. And in many of our high-share markets like Germany and the U.S., our shares are still growing!



1995 est. market shares

2045377003

Source: https://www.industrydocuments.ucsf.edu/docs/plfj0004